Four goals for maximising the value of food packaging





The growing value of food packaging

Food packaging has never been so important. It can do so much more than protect food and create shelf-appeal to drive sales. High performance packaging can a<u>lso:</u>



Extend shelf life

Reduce food waste



Generate operational efficiencies



Engage sustainably aware businesses and consumers

These performance benefits and the role of food packaging are likely to become even more essential as Europe moves towards a circular economy. 'The State of Grocery Retail 2023 Europe' report from Mckinsey & Company and EuroCommerce highlights a key trend of intensified collaboration between grocers and their suppliers to drive sustainability.

Initiatives such as The European Green Deal are encouraging the decarbonisation of food supply chains, and businesses such as supermarkets are turning to food processors to find solutions for minimising environmental impact. Food packaging plays a crucial role in meeting this demand.

Realising this opportunity and benefitting from the growing value of food packaging requires companies to look beyond the choice of packaging materials. It needs a strategic, partnership-led approach that focuses on four key goals.



Four key goals



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FOUR GOALS FOR MAXIMISING THE VALUE OF FOOD PACKAGING



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To address pain points and needs and deliver high performance throughout supply chains, food packaging solutions must be rigorously developed and tested. This requires packaging demands and challenges to be realistically replicated throughout packaging specification, so that critical customer requirements (CCR) can be properly considered and analysed.

Recreating realistic supply chain scenarios involves two key stages:



1. **In-house** tests are done in SEE facilities R&D labs using the same equipment and packaging material as the customer will use in the future.

Controlled tests of packaging equipment and materials should take place at the packaging partner's laboratories and facilities. These tests will be based on real operating conditions to anticipate what will happen at a customer level and provide an ideal environment to validate packaging performance. For example, shrink bags sealing can be tested to ensure they open easily, while avoiding leaks. The integrity of films can be tested to determine abuse resistance and any requirements for oxygen barriers to preserve food quality.

2. **Field tests** - following validation during in-house tests, a specified solution should then be tested at a food company's facility and throughout its supply chain. This stage of testing is often easier and faster, with a higher chance of success, and less problematic for businesses, because any major challenges will have been identified and addressed during the in-house testing stage.



The two-staged approach minimises disruption and downtime for food companies, while arriving at a high-performance packaging solution that will solve their packaging problems.

What to look for in a How SEE works packaging partner Food companies should ask: Introducing SEE's Specialist Applications Team - a dedicated Does the packaging business group of food scientists, chemical have testing laboratories and engineers, and mechanical facilities? engineers. As part of this team, our analytical experts, including Will the stages of testing experienced chemists, focus on realistically recreate operating the chemical characteristics of and supply chain conditions? our food packaging materials. Don't forget changes in Together, they conduct rigorous temperatures - testing may need in-house and field tests to assess to involve chill rooms. the performance of our packaging. What tests will the packaging The team is based in Milan, which business do before I start testing is home to SEE's Passirana or using the packaging solution plant and Packforum – a centre at my site? dedicated to collaboration. education and innovation. Make sure they have statistical Customers visit the team to tools that the validation tests develop and test packaging have statistical value solutions, and to also find about the latest industry trends and

innovations.



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GOAL 2: Address the challenge, meet the need



Specifying a food packaging solution should always start with the challenges a company is experiencing or the targets it wants to achieve. Although this may sound straightforward, it's not always the case.

In some instances, the specification process begins with a packaging material or system. This can mean a food processor's packaging needs – and wider operational requirements – aren't properly considered and satisfied.

An in-depth briefing and consultation will collect evidence from a food company about pain points and needs to analyse all the different demands and pressures placed on packaging.



| Pain points / Needs | Demands and Pressures | |
|---|--|--|
| Production and packaging process | Packaging line speedsLabour requirementsProduct touch points | |
| Storage, handling and distribution | Risks of impact and damage Packaging material size and weight Optimisation of vehicle space Shelf life | |
| Point of sale and consumer interaction | Presentation of food Branding, on-pack messaging Shelf life Consumer convenience | |
| End of packaging life | Recycling and recyclabilityVolume of packaging waste | |
| What to look for in a packaging partner | How SEE works | |
| Food companies should ask: What insights has the packaging business collected about my supply chain? What analysis has the packaging business completed to arrive at its proposed solution? Does the proposed packaging solution address all my pain points? | SEE experts collaborate closely with food companies to ensure that their innovative solutions are effective in real production settings. By understanding and addressing the pain points of customers, they are able to transform problems into profitable solutions. Additionally, they provide on-site support to optimize packaging solutions for customers. | |

GOAL 3: Take an LCA-led approach to sustainability



In our increasingly environmentally conscious world, consumers are actively seeking information about the sustainability of products and their packaging. Life Cycle Assessment (LCA) may offer a credible and transparent avenue for companies to communicate the environmental impact of their packaging.

LCA is a method to assess packaging's environmental impact from raw materials to its end of life after the use. It considers where materials come from, how packaging is made, used, and disposed of. Its importance lies in guiding us to identify hotspots in the supply chain and create packaging using fewer resources and causing less pollution.

Crucially, LCA reminds us it's not just about the materials; we must also consider how packaging is made and what happens to it (and to the product it contains) after and during usage. This comprehensive perspective empowers smarter packaging choices and aligns with companies and consumers' growing desire for sustainability and transparency.

Packaging features and their impact on environmental footprint: food for thought

- Certain packaging solutions can reduce the usage of packaging materials
- Automated packaging systems can improve productivity and reduce energy consumption and wastage
- Lightweight packaging can reduce energy consumption during production and carbon emissions during transportation
- Prevent spoilage and wastage of food
- Extend shelf life and lead to lower volumes of waste food

Life Cycle Assessment (LCA) of packaging holds significant importance for food processors and retailers, supporting informed decision in the direction of achieving sustainability goals and reducing Scope 3 emissions. LCA facilitates informed choices in selecting sustainable packaging materials and processes, not only cutting costs but also meeting consumers' demands for environmentally responsible products. This approach enhances brand reputation and aligns with sustainability objectives, all while supporting compliance with environmental regulations, making it an essential tool in today's environmentally conscious market.

An expert packaging partner will integrate LCA as part of packaging research and development, and support food companies by making sustainability more actionable. Data can be produced to meet reporting requirements for "Scope 3" and to identify further opportunities for reducing the environmental footprint of supply chains.

What to look for in a packaging partner

Food companies should ask:

- Does the packaging business have the expertise and experience to complete LCA?
- Does the packaging partner have upto-date knowledge of sustainability legislation, regulations and guidelines?
- Can the packaging business provide an example of an LCA report and show practical actions where packaging performance has improved sustainability?

Scientists, chemists and biochemists, along with a European-wide network of consultants comprise SEE's Sustainability Innovation Team.

How SEE works

The team focuses on designing solutions and strategies for implementing a circular economy and supporting SEE's efforts to reduce environmental impact.

Working closely with food companies, the team provides carbon footprint short reports of SEE materials, and continuously looks for innovation and progress for efficient packaging design.





Digitalisation is creating new opportunities for packaging. Digital connections can be made with consumers to personalise brand experiences and build loyalty. This can benefit sales, which also supports sustainability through reducing levels of unsold food that goes to waste.

Better still, richer consumer engagement through digital packaging can be used to improve data and analytics. More informed business decisions can be made to optimise production and packaging performance.

With the right capabilities, it's also possible to create interactive, 3D prototypes of packaging concepts. Food companies can view 360° designs and even place these virtually in a sales environment to consider how they look – and might perform – among competitors. This can all be done without having to spend time and resources on printing and producing physical packs. It saves time, expenses and wasted materials.

Custom printing and graphic solutions





| What to look for in a packaging partner | How SEE works |
|--|--|
| Food companies should ask: Does the packaging business have in-house design services? | SEE has combined its extensive packaging experience with complementary technologies to create prismiqTM. |
| Does the packaging business have the capabilities to create smart packaging? Can the packaging business offer digital printing services? | prismiq™ offers a full range of creative design, smart packaging and digital printing services. It enables food companies to efficiently create transformative, connected packaging experiences. |



Continuing to unlock the full potential of food packaging

Collaboration, education and innovation support each of the four goals for maximising the value of food packaging. Each of these factors are also the foundations for SEE's Packforum centre in Milan.

The 3,100m² centre has been specifically created to provide an environment where SEE experts, along with leaders from across the food sector, can come together with customers to accelerate best-practice.

Packforum is home to a conference area, technical hall and development facilities. Each of these supports opportunities for professionals to meet and connect; develop and test new ideas; and to influence, educate and inspire conversations about automation, digital and sustainability.

A series of training sessions, seminars, events and demonstrations at Packforum regularly consider the latest trends, challenges and opportunities impacting food packaging, as well as the strategies for food companies across Europe to maximise the value of food packaging solutions.

To find out more about what's happening at Packforum and how SEE can help you hit the four goals for maximising the value of your food packaging, contact https://www.sealedair.com/uk/services/customer-engagement-centers



Conference area

150 seat arena 5 meeting rooms



Technical hall

1,200m² space showcasing SEE solutions



Development facilities

Global research and development centre

SEE's largest food packaging manufacturing facility in EMEA



For more information please visit:

www.sealedair.com/uk

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